



THE WAY AHEAD

THE UNITED WAY OF BURLINGTON, HAMILTON-WENTWORTH

70th Anniversary
1927 - 1997

URBAN MUNICIPAL

DEC 18 1997

November '97
Vol. 1 Issue 2

LEND US YOUR EAR!

GOVERNMENT DOCUMENTS



From November 3-6 and November 10-13, United Way volunteers, board members and staff took to the phones. We called United Way supporters, members of our union locals and Leadership prospects - donors who contribute at a level of \$1000 or more.

The goal of this telephone campaign was \$100,000. At the end of the first week, our dedicated callers recorded a total of \$109,623 in donor pledges.

Sincere thanks to our callers *and* supporters for bringing us a little closer to our community fundraising goal of \$6.4 million.

Thanks to our Sponsors

Eddie Bauer, La Cache, Club Monaco International, Country Style Donuts in Lloyd D. Jackson Square, The Bean Bar (Westdale), Second Chance (Locke St. S.), Swiss Chalet (York St. S.), The Barn Fruit Markets (Hess&York), Truth (King St.W.), Ray's Place (Dundurn St. S.), Black Forest Inn (King St. E.), Pizza Pizza (King&John), Geraldo's (Ramada Hotel), KFC (Stoney Creek), Dalina's (King William St.), Tailgate Charlie's (JohnSt. S.), Slante (Bowen St.), Subway (King St.).

CASUAL DAY for THE UNITED WAY

Friday, November 14 was a day to get down ... get casual ... and get involved in Casual Day for The United Way!

Campaign Co-Chairs Jim Barr from The CUMIS Group in Burlington and Sunni Genesco from 102.9 K-Lite FM visited the following companies on Casual Day:

Lime Ridge Mall; Great West Life Ins.; Economical Ins. Group; Samuel Plate Sales; Wabco-Westinghouse; Hoogovens Technical Services; Arbell Industries; CRS Robotics; Loeb, Walker Place; and Pollard Windows Inc.

The United Way thanks our Casual Day media sponsor, *102.9 K-Lite FM*, and radio personalities, *Matt Hayes* and *1997 Campaign Co-Chair Sunni Genesco*, for their participation in the Casual Day Poster.

Thanks to Matt Hayes and the ONtv camera crew for visiting Degussa and employees - yet another company that participated in Casual Day for The United Way.



Campaign Representative Profile

Glenn Greene



A Campaign Representative is an employee who is loaned to our Annual Campaign on a full time basis, to ensure community outreach and campaign success. Glenn Greene comes to us from U.S.W.A. Local 1005, where he serves as a guard on the executive. For 18 years, Glenn has been an Industrial Mechanic for Stelco Inc.

Glenn was given the opportunity to be a Campaign Representative by the President of the Local 1005. "I accepted this position because I enjoy new challenges and it gives me a chance to learn more about The United Way," he said. Glenn aspires to make a difference in the community through his work as a Campaign Representative.

Glenn is part of the Manufacturing team. He is responsible for campaigns within 18 companies. He is also accountable for the fundraising within 3 community-based agencies.

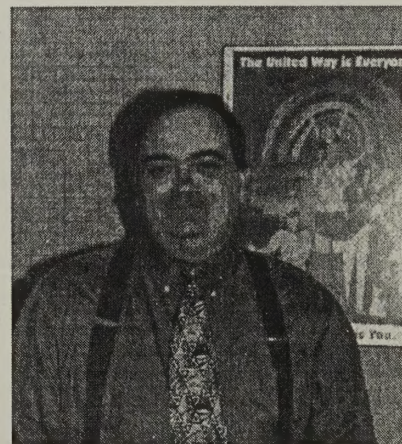
Glenn encourages anyone who wishes to improve public speaking skills, enhance diplomacy, or seek a good learning experience, as well as a challenge, to volunteer as a Campaign Representative.

Glenn believes that with full workplace participation, The United Way could easily meet our 1997 community goal of \$6.4 million.

*From the Desk of Tom Atterton:
The United Way Chair of the
Board*

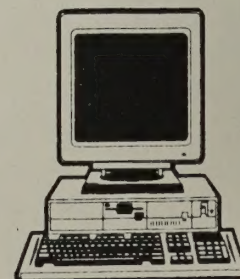
Through involvement with The United Way movement, I gain practical knowledge and experience tremendous personal growth.

I work with many fine people, both staff and volunteers, whose dedication to the welfare of all people within Burlington and Hamilton- Wentworth is truly inspiring.



Most importantly, The United Way, by facilitating gifts of time and money, allows me to participate in meaningful efforts to make our communities better, healthier places.

*Virtually yours... take a look at
our United Way web site:
[http://www.unitedway.interlynx.net
/index.html](http://www.unitedway.interlynx.net/index.html)*



Lead the Way...

Leadership Givers help to build healthy, safe and caring communities by contributing at a level of \$1000 or more to The United Way.

In Campaign 1997, our 70th year of community service, The United Way is working to acquire 70 new leadership givers.

To achieve this goal, The United Way has recruited a dynamic committee of volunteers - all leaders themselves: **Bob Crockford** (Valley City Manufacturing Company Inc.), **Dan Lawrie** (Dan Lawrie Insurance Broker Ltd.), **John Shea** (Mutual Group), **John S. Hedden**, **Chester Szypula** (BDO Dunwoody), and **Glen Swire**.

This leadership committee has been very proactive, approaching committed donors to increase their gifts to leadership levels and networking to identify potential new leaders.

In total, this dedicated group of six has approached over 125 potential leadership givers! To date, this amounts to \$137,558.

Consider Leadership Giving ... and make a personal commitment to build a healthier, more caring community!

Please call The United Way at 527-4543.

A special thanks to
**Mohawk College
Advertising**
for designing the
store front display
at Jackson Square.

We would also like to
thank **Yale Properties &
Lloyd D. Jackson Square**
for the generous donation
of the store front space.

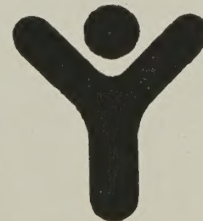
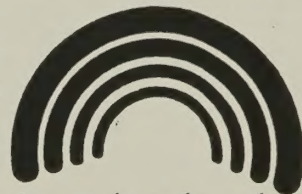
Q&A

THE UNITED WAY CORNER ...

Q. I like your logo. What does it symbolize?

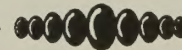
A. The symbol is called the "helping hand" and it is used by The United Way organizations around the world.

The rainbow overhead represents hope for a better tomorrow.



The centre image, based on the universal symbol of mankind, shows that The United Way cares about people everywhere.

The helping hand symbolizes The United Way's support of services and programs that in turn support the people in our local communities.



Q. Which agencies receive funding from The United Way?

A. There are currently 55 agencies that receive funding from The United Way. These agencies, in turn, provide over 115 services to the community in seven priority areas: poverty, family and sexual violence, families in crisis, individuals in crisis, social isolation, access to housing and social integration. Please call us for more information or to obtain an **Agency Directory**.

For more info,
please call
The United Way
905-527-4543



UPCOMING EVENTS

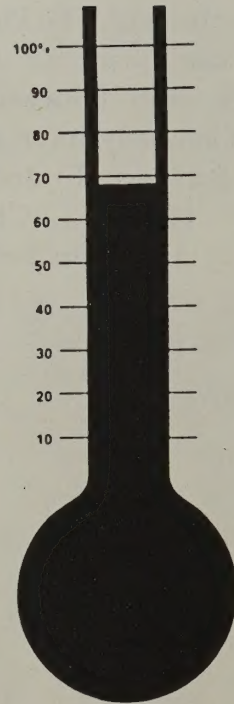
- ☺ Nov. 21st, Musical Gala, St.Luke's Parish Hall Burlington. Buy tickets at any Burlington Royal Bank.
- ☺ Nov. 23rd, A Crafters Market Bazaar, Ottawa St. Hamilton.

CAMPAIGN CORNER

- ☺ Bank of Nova Scotia, Main Branch raised \$5257 at Glow in the Dark Bowl-a-Thon on Oct. 24th
- ☺ Township of Glanbrook donation multiplied 4X from last year's amount to \$1,240
- ☺ Costco Wholesale Ltd., Burlington, employee campaign, to date, has raised \$14,713.
- ☺ Blastworks Inc., Burlington raised \$4228 -almost doubling last year's contribution
- ☺ Fred Hall and Son Ltd., Hamilton, donated \$11,444, an increase of \$846.

OUR COMMUNITY GOAL

**\$6.4 million
RAISED TO DATE
\$4.3 million**



United Way is
everyone...
The United Way is you.

70th Anniversary

1927 - 1997



THE WAY AHEAD...

Written, Designed & Produced by

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